

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A method for controlling content to a user, comprising:  
tagging at least one datacast packet with a packet tag to enable user viewing permission;  
and  
~~sending the~~ broadcasting said packets to at least one user terminal.
2. (Currently Amended) The method of claim 1, further comprising:  
recording ~~a~~ said tagged datacast packet tag if a user views the packet at the user terminal.
3. (Previously Presented) The method of claim 1, wherein said tagging further comprises:  
encrypting the packet.
4. (Currently Amended) The method of claim 1, wherein said tagging further comprises:  
specifying at least one user serial number in said datacast packet tag;  
wherein the user serial number is an identification code corresponding to a particular user terminal; and  
reading the packet if the user serial number is specified.
5. (Currently Amended) The method of claim 4, wherein ~~the~~ said datacast packet tag comprises a ~~datacast~~ digital datacast transmission.
6. (Currently Amended) The method of claim 4, wherein ~~the~~ said user terminal comprises a personal computer (PC).
7. (Previously Presented ) The method of claim 4, wherein the user terminal comprises a set top box.

8. (Currently Amended) The method of claim 4, wherein ~~the~~said datacast packet tag is in motion picture expert group ("MPEG") format.
9. (Currently Amended) The method of claim 4, further comprising:  
broadcasting said datacast packet tag with radio frequency airwaves.
10. (Currently Amended) The method of claim 4, further comprising:  
broadcasting said datacast packet tag by cable.
11. (Currently Amended) The method of claim 4, further comprising:  
broadcasting said datacast packet tag by satellite.
12. (Previously Presented) The method of claim 1, wherein said tagging further comprises:  
encrypting a packet;  
specifying at least one user serial number; wherein the user serial number is an identification code corresponding to a particular user terminal; and  
de-encrypting a packet on the user terminal if the user serial number is specified.
13. (Previously Presented) The method of claim 12, wherein a packet comprises a datacast.
14. (Previously Presented) The method of claim 12, wherein the user terminal comprises a personal computer (PC).
15. (Previously Presented) The method of claim 12, wherein the user terminal comprises a set top box.
16. (Previously Presented) The method of claim 12, wherein a packet is in MPEG format.

17. (Previously Presented) The method of claim 12, further comprising:  
broadcasting a packet with radio frequency airwaves.
18. (Previously Presented) The method of claim 12, further comprising:  
broadcasting a packet by cable.
19. (Previously Presented) The method of claim 12, further comprising:  
broadcasting a packet by satellite.
20. (Currently Amended) A system for controlling content sent to a user, comprising:  
a broadcast station;  
at least one datacast packet in communication with the broadcast station, wherein the at least one datacast packet has content and a packet ID associated therewith and wherein said broadcast station is configured to tag said packet with a packet tag to enable user viewing permission and to send said packet datacast to at least one user terminal.
21. (Previously Presented) The system of claim 20, wherein said broadcast station is further configured to encrypt at least one packet.
22. (Currently Amended) The system of claim 20, wherein said broadcast station is further configured to specify at least one user serial number in said datacast packet tag to enable the user terminal to view at least one datacast packet if the user serial number is specified in the datacast packet tag, wherein the user serial number is an identification code corresponding to a particular user terminal.
23. (Currently Amended) The system of claim 20 further comprising:

a user terminal in communication with said broadcast station for receiving at least one datacast packet;

a user serial number associated with said user terminal, wherein said user serial number is an identification code corresponding to a particular user terminal

a tuner application associated with said user terminal, wherein said tuner application is configured to enable the user terminal to receive and display content associated with at least one datacast packet on a display;

a web portal associated with said user terminal, wherein said web portal is connectable to a server;

wherein said broadcast station is further configured to tag said datacast packet to specify a user serial number; and

wherein said tuner application is further configured to enable viewing of said datacast packet if said datacast packet is tagged to specify said user serial number.

24. (Currently Amended) A system for controlling content sent to a user, comprising:

a user terminal;

a tuner application associated with said user terminal, wherein said tuner application is configured to enable the user terminal to receive and display content on a display, wherein the content is received from at least one datacast packet, and a datacast packet has a packet ID associated therewith;

a web portal associated with said user terminal, wherein said web portal is connectable to a server; and

wherein said tuner application is configured to collect information about viewed content and communicate the information to a server.

25. (Previously Presented) The system of claim 24, wherein said information includes the content viewed at the user terminal.

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26. (Previously Presented) The system of claim 24, wherein said information includes the time that content was viewed at the user terminal.